

## ANNEX E PUBLIC INFORMATION

### I. SITUATION AND ASSUMPTIONS

The Kentucky Division of Emergency Management (KyEM), through its Public Information Officer (PIO) will coordinate the dissemination of all official public information from state, local and private emergency services and disaster response agencies providing support during the emergency or disaster. The KyEM Public Information Officer has established close working relationships with the news media for the dissemination of emergency public information.

### II. MISSION

To keep the citizens of the Commonwealth informed of the developing situation, to give instructions for protective actions in the event of a threatened or actual natural, man made, technological incident or nuclear/conventional attack, to control rumors and speculation, and to provide recovery operations instructions.

### III. DIRECTION AND CONTROL

The KyEM Public Information Officer will be the only spokesman for all state agencies. Accuracy of information released is the responsibility of the KyEM Director.

### IV. CONCEPT OF OPERATIONS

- A. In any emergency, information concerning the situation within the Commonwealth is the responsibility of state government. The Governor has designated the KyEM Public Information Officer to handle public affairs information.
- B. At the onset of a major disaster or emergency, the KyEM Public Information Officer will disseminate emergency information to the public via the news media. He/She will operate from the Commonwealth's Emergency Operation Center in Frankfort. Procedures for authenticating news releases and verifying information will follow standard procedures.
- C. The KyEM Public Information Officer will be in continuous contact with all state agencies. All state agencies will insure that their press releases during a major emergency or disaster are coordinated with and released through the KyEM Public Information Officer.
- D. Though information of all types from many different sources will be processed by the KyEM Public Information Officer, some types are more important than others. In recognition of this fact, and the necessity of using available public information facilities in the most efficient and effective manner, the following priorities have

been established.

- E. If an incident involves multi agencies or multi levels of government, a joint public information center (JIC) will be established as outlined in the National Incident Management System (NIMS).
1. Lifesaving - Information essential to survival, health and safety before, during and after an emergency, a disaster or nuclear attack.
  2. Federal Support may include activation of the National Response Plan ESF #15 External Affairs. The staff of this ESF will support the KyEM Public Information Officer by providing accurate consolidated information to be used in press releases.
  3. If the JIC has been established at the local level, the KyEM Public Information Officer will ensure the local public information spokesman is represented at that facility. If feasible, the JIC should become a joint (state/local) information center for the assembly, exchange and dissemination of information.
  4. All emergency or disaster related public information originating from state agencies will be released through the JIC and the releasing authority will be the KyEM Director. Every effort should be made to coordinate with the local spokesman for verification and release of information originating from the local level.
  5. The KyEM Public Information Officer will ensure valid information is provided to and being disseminated by the media; further, he/she will make provisions for space needs required by news media equipment and personnel at the JIC in order to satisfy their functional responsibilities.
  6. All communication systems at the State EOC will be made available to the KyEM Public Information Officer.

F. LOCAL LEVEL

1. In any emergency or disaster, information concerning the situation and response is the responsibility of that government providing the resources for that response. Each local government should designate a spokesman to handle public affairs information.
2. At the onset of a major disaster or emergency, the local public information spokesman will function to disseminate emergency information. The spokesman should operate from the local emergency facility or another appropriate office. This office should be, in so far as possible, a fully equipped press center. Procedures for authenticating news releases and verifying information should be developed.

3. The local public information spokesman should be in continuous contact with the KyEM Public Information Officer in order to provide KyEM with necessary emergency or disaster-related information.

#### G. FEDERAL LEVEL

1. When a major disaster is declared by the President, the Department of Homeland Security (DHS) will provide a Public Information Officer as part of the Federal Disaster Field Office, per ESF #15 of the National Response Plan. Close coordination of state, local and federal information activities is essential for effective public information dissemination.
2. The KyEM Public Information Officer will ensure that representatives of the DHS field office are provided space in the state JIC to help coordinate information activities. He/She may assist their federal counter parts as required in disseminating information to the public that will be factual, timely, and non-contradictory in terms.
3. When the above actions are accomplished, a complete public information system will be in effect, providing for the coordination of state, local and federal information activities while ensuring a factual and timely flow of information from official governmental sources.

#### H. Operational Phases

1. Preparedness Phase - The KyEM Public Information Officer will provide the local news media with the proper emergency information for the public. Information disseminated throughout this stage will consist primarily of instructions to individuals, families, and other organizations to lessen or mitigate the effects of the impending disaster. This information will include specific definitions of the threat, its unique characteristics, identification of evacuation routes, and similar information.
2. Response Phase
  - a. Increased Readiness Period - this stage begins upon instruction from KyEM Director. The KyEM Public Information Officer will then provide the news media with information concerning the threat, its unique characteristics, identification of evacuation routes, location of housing facilities for the evacuees, the necessity to conserve energy and food supplies, and assistance that can be provided.
  - b. Operation Period
    - 1) Natural, Man-Made, Technological Incidents
      - a) The KyEM Public Information Officer will provide the news media with all the information called for under Preparedness and

Increased Readiness Phases if not already provided. The PIO will also keep the news media informed of actual conditions and on scene life saving and damage limiting operations.

- b) Attack - this stage begins upon notification from DHS to KyEM that an enemy attack has been launched against the United States. Should a nuclear attack strike with minimal or no warning, information appropriate to the previous stage will be initiated as rapidly as possible. Information during this stage will focus on actions essential to the survival, health and safety of the population. Example of this type of information are actual and potential targets, decontaminate people and food, where help may be obtained, and other appropriate information.

- 3. Recovery Phase - The KyEM Public Information Officer will provide the news media with information on the extent of the incident, federal and state assistance available, clean up actions that should be taken by the affected persons and other life saving and damage limiting information. This stage commences with the termination of emergency operations and continues until the needs for all recovery and rehabilitation information are satisfied. Actual recovery operations may go on long after emergency personnel have returned to normal operations.

- I. Increased Readiness Levels will be initiated by KyEM based on information furnished by DHS and other sources. The required actions are explained in Annex D of this plan.
- J. A listing of all news media outlets; newspapers, radio, TV; is found in the Kentucky News Media Directory. The KyEM Public Information Officer and the State EOC have copies of this publication.
- K. All emergency operations will be carried out in conformity with KyEM EOC SOP and the National Incident Management System. The Public Information Officer, or his/her representative will form part of the Command Staff.

#### V. ADMINISTRATIVE SUPPORT

- A. Any other state agency PI staff, the National Guard, and the private news media will provide administrative support.

#### VI. GUIDANCE DOCUMENTS

- A. Ideas for Conducting Awareness Campaigns, FEMA-6, November 1981
- B. Kentucky News Media Directory

#### VII. APPENDICES

- E-1 Kentucky EAS Stations
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# APPENDIX E-1 KENTUCKY EAS STATIONS

Listed below are the State Primary and State Relay Emergency Alert Stations (EAS) in Kentucky. See Annex C "Warning" for additional information on EAS.

|    |                                    |               |       |
|----|------------------------------------|---------------|-------|
| 1. | Purchase Area (Mayfield)           |               |       |
|    | WKYQ-FM                            | Paducah       | 93.3  |
|    | WBLN-FM                            | Murray        | 103.7 |
| 2. | Pennyrile Area (Hopkinsville)      |               |       |
|    | WHOP-FM                            | Hopkinsville  | 98.7  |
|    | WHRZ-FM                            | Madisonville  | 97.7  |
|    | WKTG-FM                            | Madisonville  | 93.9  |
| 3. | Green River Area (Owensboro)       |               |       |
|    | WSTO-FM                            | Owensboro     | 96.1  |
|    | WSON-AM                            | Henderson     | 860   |
| 4. | Barren River Area (Bowling Green)  |               |       |
|    | WBLG-FM                            | Bowling Green | 107.1 |
|    | WVVR-FM                            | Russellville  | 100.3 |
|    | WGGC-FM                            | Glasgow       | 95.1  |
| 5. | Lincoln Trail Area (Elizabethtown) |               |       |
|    | WMMG-FM                            | Brandenburg   | 93.5  |
|    | WLSK-FM                            | Lebanon       | 100.9 |
|    | WQXE-FM                            | Elizabethtown | 98.3  |
|    | WULF-FM                            | Hardinsburg   | 94.3  |
|    | WKHG-FM                            | Leitchfield   | 104.9 |
| 6. | Kentuckiana Area (Louisville)      |               |       |
|    | WAMZ-FM                            | Louisville    | 97.5  |
|    | WHAS-AM                            | Louisville    | 840   |
|    | WDJX-FM                            | Louisville    | 99.7  |
| 7. | Northern Kentucky Area (Covington) |               |       |
|    | WNKU-FM                            | Highland Hts. | 89.7  |
|    | WNKR-FM                            | Dry Ridge     | 106.5 |
| 8. | Gateway Area (Morehead)            |               |       |
|    | WMKY-FM                            | Morehead      | 90.3  |
|    | WFLE-FM                            | Flemingsburg  | 106.3 |
| 9. | Big Sandy Area (Prestonsburg)      |               |       |
|    | WDGG-FM                            | Ashland       | 93.7  |

|     |                                 |              |       |
|-----|---------------------------------|--------------|-------|
|     | WDHR-FM                         | Pikeville    | 92.1  |
|     | WQHY-FM                         | Prestonsburg | 95.5  |
| 10. | Kentucky River Area (Hazard)    |              |       |
|     | WSGS-FM                         | Hazard       | 101.1 |
|     | WJSN-FM                         | Jackson      | 106.5 |
| 11. | Cumberland Valley (Middlesboro) |              |       |
|     | WXJB-FM                         | Middlesboro  | 96.5  |
|     | WCTT-FM                         | Corbin       | 107.3 |
|     | WTUK-FM                         | Harlan       | 105.1 |
|     | WFTG-AM                         | London       | 1400  |
| 12. | Lake Cumberland Area (Somerset) |              |       |
|     | WSEK-FM                         | Somerset     | 97.1  |
|     | WAIN-FM                         | Columbia     | 93.5  |
| 13. | Bluegrass East (Lexington)      |              |       |
|     | WKXO-FM                         | Richmond     | 106.7 |
|     | WCYO-FM                         | Irvine       | 106.1 |
| 14. | Bluegrass West (Lawrenceburg)   |              |       |
|     | WVLK-AM                         | Lexington    | 590   |
|     | WKED-FM                         | Frankfort    | 103.7 |

## APPENDIX E-2

RESERVED FOR FUTURE USE

APPENDIX E-3  
KENTUCKY EDUCATIONAL TELEVISION NETWORK

KET NETWORK

This network provides live coverage over most of the State. Antennas and their associated transmitters are located at:

Ashland - WKAS-TV  
Bowling Green - WKGB-TV  
Covington - WCVN-TV  
Elizabethtown - WKZT-TV  
Hazard - WKHA-TV  
Lexington - WKLE-TV  
Louisville - WKMJ-TV  
Madisonville - WKMA-TV

Morehead - WKMR-TV  
Murray - WKMU-TV  
Owensboro - WKOH-TV  
Owenton - WKON-TV  
Paducah - WKPI-TV  
Pikeville - WKPI-TV  
Somerset - WKSO-TV

APPENDIX E-4  
NOAA WEATHER RADIO NETWORK

WEATHER RADIO

In time of emergency the NOAA weather stations can be used at the direction of the Governor to broadcast emergency information. The stations are as follows:

|               |             |
|---------------|-------------|
| Ashland       | 162.550 MHZ |
| Bowling Green | 162.400 MHZ |
| Covington     | 162.550 MHZ |
| Evansville    | 162.550 MHZ |
| Hazard        | 162.475 MHZ |
| Lexington     | 162.400 MHZ |
| Louisville    | 162.475 MHZ |
| Mayfield      | 162.475 MHZ |
| St. Charles   | 162.525 MHZ |
| Somerset      | 162.550 MHZ |

APPENDIX E-5  
NEWSPAPERS & WIRE SERVICES

I. DAILY NEWSPAPERS

- A. In Kentucky, generally only daily newspapers have in-house printing capability.
- B. The papers listed below provide excellent coverage of the state, overlapping in many instances.

Independent-Ashland  
Park City Daily News-Bowling Green  
Daily Tribune Times-Corbin  
Kentucky Enquirer-Covington  
Kentucky Post-Covington  
Advocate Messenger-Danville  
News Enterprise-Elizabethtown  
State Journal-Frankfort  
Fulton Daily Leader-Fulton  
Glasgow Daily Times-Glasgow  
Harlan Daily Enterprise-Harlan  
The Gleaner-Henderson  
Kentucky New Era-Hopkinsville  
Herald Leader-Lexington  
Courier Journal Louisville  
Messenger-Madisonville  
Messenger-Mayfield  
Ledger Independent- Maysville  
Daily News-Middlesboro  
Ledger & Times-Murray  
Messenger & Inquirer- Owensboro  
Sun Democrat-Paducah  
Daily Enterprise-Paris  
Daily Register-Richmond  
Commonwealth Journal- Somerset  
Winchester, Sun-Winchester

- C. All of Kentucky's newspapers are listed in the Kentucky News Media Directory. The KyEM PIO maintains a copy.

II. NEWS SERVICES

The Associated Press and other news outlets have bureaus in Frankfort and their personnel will undoubtedly be represented in the Joint Public Information Center (JPIC).

## APPENDIX E-6

RESERVED FOR FUTURE USE

APPENDIX E-7  
THE MEDIA IN A DISASTER  
[DHEW Publication No. (ADM) 78-540]

I. INTRODUCTION

The media play a very important role in disasters. Before the disaster, they announce the possibility of its occurrence, give early warnings and instructions on evacuation, and provide information on the prevention of injuries and loss or destruction of property. After the disaster, they may serve as invaluable information centers for the locations of victims, rumor control, announcements and instructions for the community, availability of community resources, and as a tangible source of hope for reconstruction and restoration of the community.

II. BEFORE THE DISASTER

Information of potential or impending disaster and warning announcements are supplied the media from appropriate sources, such as the Weather Bureau for tornadoes and hurricanes, and law enforcement and/or civil defense for floods.

III. AFTER THE DISASTER

A. Location of People

In the early stages of a major disaster, families may be separated and the whereabouts of loved ones may be unknown. The local radio or TV station provides an invaluable service in identifying and locating residents and transmitting information about family members, neighbors, or officials.

B. Availability of Community Resources

Disaster victims become eligible for a variety of services. Frequently they are not aware of the availability or even the nature of these resources. Even if they do have knowledge, they often do not apply for the benefits. In addition to preexisting services available to help victims in the initial impact phase services, such as those provided by police, fire, civil defense, transportation, sanitation, public and mental health, etc., there are a number of emergency services which become available including Small Business Administration, Agriculture Department, Bureau of Reclamation, Red Cross, Salvation Army, etc. The media are the most effective means of communicating the information that enable disaster victims to obtain the services they need.

C. Rumor Control

Victims crave information about the ever-changing status of the disaster. In the absence of specific information, rumors emerge to fill this human need. Uncontrolled rumors disrupt community organization and reduce the credibility of all sources, including knowledgeable ones. The media play an important role in

reducing the frustration and confusion of the victims by providing reliable, official information when available. A negative announcement such as, "There is no information on the subject at this time." is equally important in forestalling rumors.

#### D. Instructions for the Community

Instructions disseminated by the media, with the official source identified, help to assure the community that the situation is under control. The reliable information and instructions also have a reassuring effect on the populace, thus helping to reduce stress.

#### E. Hope and Help are Near

The media are familiar agents in a community. The emotional impact of a large-scale disaster is one of chaos, disorganization, and the feeling that the world has fallen apart. When disorganization prevails, the most useful procedure is to provide calm, clear instructions. These instructions help restore a sense of order and allow the individuals and the community to regroup their energies with hope for the future.

### IV. RELEASES

- A. Radio and TV releases of varying lengths have been prepared to inform and direct the public about emotional problems and problems of living. These areas have often been unattended in the overriding concern for safety, food, clothing, and shelter. Early attention, however, may prevent the development of more serious difficulties later.
- B. While the problems may be emotional in nature, they are not indicative of mental illness. Inasmuch as there is still embarrassment and taboo associated with "mental health," use of any terminology implying mental health problems is to be avoided.
- C. The releases may be read by a spokesman for the local public health department or by a member of the media staff. In addition, an interview might be arranged with an articulate spokesman of the mental health community on the kinds of difficulties to be anticipated. Sample questions and answers have been collected. The most important points to be made are:
  - 1. People in the community have undergone a traumatic, disruptive experience. It is "normal" to experience extreme reactions and to have a wide variety of heightened feelings in response -- for a while. It is normal to have temporarily heightened feelings of fear, anxiety, tension, sorrow, anger, irritability, confusion, agitation, and apathy. It is normal to experience headaches, sleep problems, stomach trouble, appetite disturbances, and loss of energy. Knowing they are normal gives "permission" to a person to bring such feelings into the open, thereby helping to dissipate them. But it is important also to know that if these feelings persist, help should be sought.

2. Since the above reactions are normal and it is helpful to talk about them and share experiences and feelings, suggestions about talking with family, relatives, friends, and neighbors can be given. Resources in the community where trained help is immediately available can be identified.

## APPENDIX E-8 NEWS MEDIA RELEASES

### I. SITUATION AND ASSUMPTIONS

- A. During an emergency or a disaster, occasions may arise where persons not trained in dealing with the media may be asked to perform that function.
- B. It is possible to anticipate some questions that may be asked by the media.
- C. Anticipated questions may be scripted and answers provided.

### II. CONCEPT OF OPERATION

- A. The local DES/EM Director has the responsibility to designate a Public Information Officer (PIO).
- B. If no one has been designated, the DES/EM Director will serve as PIO.
- C. Prescribed news media releases have been developed for some events.
  - 1. These news media releases should be reviewed prior to usage.
  - 2. All blanks in the releases to be used should be answered.
  - 3. Copies of releases used should be maintained as part of any incident or emergency activity log.

### III. TABS

- A. Tab E-8-1    Vehicular HAZ/MAT
- B. Tab E-8-2    Land based HAZ/MAT
- C. Tab E-8-3    Transportation-Related HAZ/MAT
- D. Tab E-8-4    Chemical Spill
- E. Tab E-8-5    Weather-Related

TAB E-8-1  
VEHICULAR HAZ/MAT RELEASE

At (1) \_\_\_\_\_ a (2) \_\_\_\_\_

\_\_\_\_\_ at (3) \_\_\_\_\_.

At present (4) \_\_\_\_\_ of (5) \_\_\_\_\_

have/has been released. The total cargo on board was (6) \_\_\_\_\_.

(7) \_\_\_\_\_.

(8) \_\_\_\_\_.

(9) \_\_\_\_\_.

(1) Time

(2) Type of vehicle and cause of release

(3) Location

(4) Amount Released

(5) Substance involved

(6) Total cargo on board prior to release

(7) Should look up substance in Haz/Mat guidebook and quote guidebook exactly. This will make the guidebook the expert and the journalist should be made aware of that fact. Information should be limited to a description of substance involved.

(8) As incident progresses, use more expert information as it becomes available. This could include Fire Marshals, the ERT from E&PPC or a KyEM Area Manager.

(9) Also be ready to defer all others questions to a KyEM PIO.

TAB E-8-2  
LAND BASED HAZ/MAT RELEASE

A (1) \_\_\_\_\_ has occurred in/near  
(2) \_\_\_\_\_.

Approximately (3) \_\_\_\_\_ are involved.

(4) \_\_\_\_\_.

(1) Nature, cause

(2) Location

(3) Amount and location(s)

(4) Summary of efforts being made to control, stop or clean-up release. Any new information should also be given when new information becomes available along with the source of the information.

TAB E-8-3  
TRANSPORTATION-RELATED HAZ/MAT RELEASE

A (1) \_\_\_\_\_ has (2) \_\_\_\_\_  
causing (3) \_\_\_\_\_ of (4) \_\_\_\_\_ to  
be released. At this time the following actions are in progress (5) \_\_\_\_\_  
\_\_\_\_\_  
by the following agencies (6) \_\_\_\_\_  
\_\_\_\_\_

User should choose one of the following:

- (A) There is no real hazard at this time.
- (B) The situation is under control but local residents should be alert to take any appropriate actions;
- (C) Local Residents are advised that an evacuation of an area (7) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- (1) Method of transportation
- (2) Cause of release
- (3) Amount
- (4) Substance
- (5) List what is being done to contain situation
- (6) List agencies on scene
- (7) Range of evacuation and any other pertinent information (i.e. where to go, what to bring, duration of evacuation (if known)).

TAB E-8-4  
CHEMICAL SPILL

A (1) \_\_\_\_\_ of (2) \_\_\_\_\_ has  
occurred (3) \_\_\_\_\_ in or near (4) \_\_\_\_\_ in  
or near (4) \_\_\_\_\_ in (5) \_\_\_\_\_ County. At this time these  
agencies are involved (6) \_\_\_\_\_

\_\_\_\_\_. Persons living  
in this area should be alert to this situation and be prepared to take appropriate actions.

(1) Nature

(2) Name and amount of chemical

(3) Time of incident

(4) Community or general location

(5) Name of county

(6) List of responding agencies and their function in the emergency operation.

TAB E-8-5  
WEATHER

The National Weather Service has reported/issued a (1) \_\_\_\_\_  
\_\_\_\_\_. DES/EM has received damage reports  
of (2) \_\_\_\_\_  
\_\_\_\_\_. (3) \_\_\_\_\_  
\_\_\_\_\_.

(1) Type of warning/watch/statement

(2) Estimates, locations and types of damage

(3) List any efforts that DES/EM is involved in.